

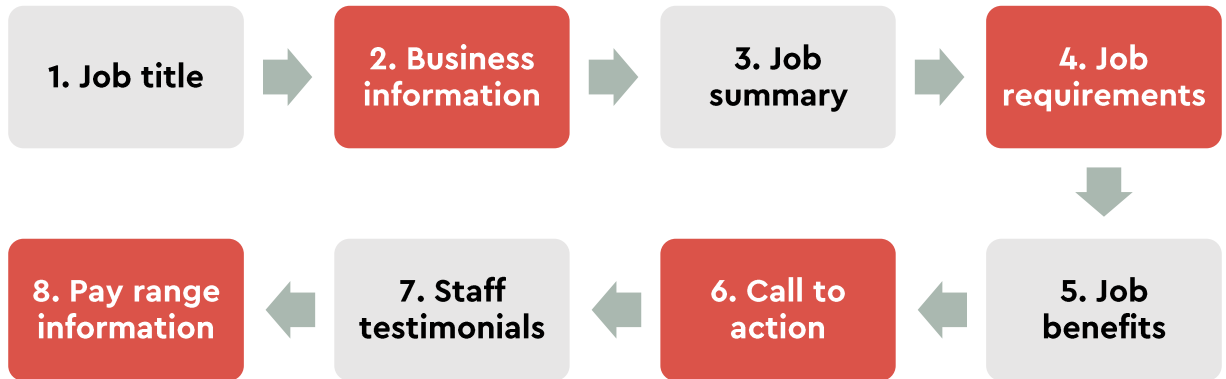
Building a Role Profile

Guidance Note

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The 8 elements of a role profile are:



1. Job title

The job title defines the role. It is very important, as candidates are often driven by titles. So, think about the job titles you use. Do they need to be modernised to reflect today's market?

For example:

- Might 'Hotel Porter' sound more appealing as 'Accommodation & Events Customer Service Team'?
- Might 'Conference & Banqueting' sound more appealing as 'Events Operations'?
- Operations Assistant might sound vague – let candidates know that it's about assisting with all operational tasks – bar, food service, accommodation.
- A visitor attraction, event, venue or theatre might better describe a role in ticket sales as 'Front of House Sales Assistant'.

2. Business information

The way you describe the business should give a sense of the culture and the people/talent who work there. Make it creative – word it in such a way as to encourage people to join your business/company, and not your competitor.

Give a sense of your customers, your goals and your values. Describe the career development opportunities, training, culture and work environment.

3. Job Summary

Introduce the business.

The Market Lane Group in Cork is an example of good practice.

Click [here](#) to see how they do it

Describe the role by outlining:

1. Key aspects of the job
2. Key responsibilities
3. Stakeholders, incl. customers and other people who employees will be engaging with
4. Opportunities for development in the role/business.

Keep the job summary description clear yet brief. Ensure the terminology you use does not exclude any potential target audiences.

Avoid the following overused jargon, which can be interpreted negatively: hard working | passionate | demanding | competitive salary | fast paced.

4. Job Requirements

- This covers things like attitude, skills, competencies, experience and qualifications (as required). Be careful on specifics so as not to exclude prospective employee segments.
- Manage expectations – both yours and those of potential candidates. Two or three-years experience in some roles may not be realistic – show instead how you offer skills training and career development opportunities. Minimum experience levels should be reflected in pay rates that are higher than entry rates.
- For entry level roles, say that "no experience is required - full training provided".
- Engage people by inviting them to be part of your team. Discuss potential hours - if people want part time, show flexibility in what you offer. Speak to the needs/motivations of whichever workforce segments you are targeting. For example, morning work may suit Gen X and Gen Y homemakers or carers.

Remember that experience from other sectors can offer transferrable skills!

5. Job Benefits

Consider the elements of your benefits package that speak to the segments you want to attract. For example:

- Flexible hours to facilitate student exams
- Flexible working such as 1 in 4 weekends off
- Gym and leisure club memberships may appeal to all workforce segments, particularly Gen X students
- Don't forget that something like providing a hot meal will appeal to some who, if living alone, may not be motivated to cook

- Note wellbeing benefits that are not standard such as pension package, employee assistance programme or discounted health insurance etc.
- Team building and social club activities may appeal to people who are looking to meet others and connect
- Staff discounts or rewards for sales targets, such as meal vouchers/free passes or family and friend rates etc., can be attractive
- Note uniform inclusions where provided, particularly in sectors where this may not be the norm. In most sectors, however, uniform is assumed
- Only note holidays if you offer more than the minimum rate of holidays (8 hours for every 100 worked)

6. Call to action

Include information on how to apply and on the selection process. Make applying easy and avoid too many questions in application forms - keep key questions for interview.

7. Staff testimonials

It can be helpful to show how 1-2 staff members have developed a career pathway in the business, what they like and value most about the job (how it speaks to their needs/motivations), or how this job works around their other commitments and lifestyle.

8. Pay range Information

Typically include a rate band (subject to experience and qualifications). We recommend that employers benchmark their pay against job adverts from similar employers and employers from other sectors targeting the same/a similar talent pool (e.g., retail)



Remember that you are in competition with other businesses to attract staff - find out what they are offering. If you are restricted on pay, then a focus on benefits or perks could give you the edge over your competition.